

Message Text

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PAGE 01 TOKYO 06512 200341Z

13

ACTION COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 DRC-01 USIA-12 SCI-01

NASA-01 /029 W

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R 200302Z MAY 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 1950

UNCLAS TOKYO 6512

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: FY 1975 IN-STORE PROMOTION: TOKYU DEPARTMENT STORE

REF: A) TOKYO 6259

B) TOKYO 5756

C) USIS 7912

D) TOKYO 4698

FOR COMMERCE

1. TOKYU DEPARTMENT STORE INFORMS EMBASSY IT IS PROGRESSING WITH \$460,000 INCREMENTAL PURCHASES U.S. NON-FOOD CONSUMER GOODS FOR FY 1975 IN-STORE PROMOTION. HOWEVER, STORE OFFICIALS NOW REALIZE THEY NEED LONGER LEAD TIME TO COMPLETE THIS PURCHASING PROGRAM. ACCORDINGLY, STORE WISHES TO CHANGE DATE OF PROMOTION FROM JULY 4-10, 1974 TO NOVEMBER 1974. EMBASSY WILL INFORM COMMERCE OF EXACT DATES AS SOON AS THEY ARE KNOWN.

2. EMBASSY CONCURS THAT NOVEMBER TIMING WILL ALLOW THE STORE TO MAKE BETTER PURCHASING DECISIONS. NOVEMBER 1974 DATE WILL ALSO WORK OUT WELL IN CONTEXT OVERALL FY 1975 PROGRAM, SINCE OTHER SCHEDULED PROMOTIONS ARE ALL IN SPRING 1975. TOKYU HAS INDICATED THEY WILL SEND BUYING GROUP TO THE UNITED STATES TO COMPLETE PURCHASES. EMBASSY WILL INFORM COMMERCE AS SOON AS EXACT TIMING OF BUYING MISSION IS KNOWN.

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3. REQUEST COMMERCE RESCHEDULE DELIVERY MOONROCKS
TO TOKYO UNTIL LATE OCTOBER. STORE STILL INTERESTED
OBTAINING ACTUAL SPACE SUIT ARTIFACT OR FACSIMILE
IF ORIGINAL NOT AVAILABLE.
SHOESMITH

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Message Attributes

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Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Draft Date: 20 MAY 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
Executive Order: N/A
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